Salesforce Pulse 2024: Top Five Service Providers Delivering Superior Value

August 2024: Complimentary Abstract / Table of Contents

Market Report

Enterprise Platform Services

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- ▸ Network Services and 5G
- ▸ Oracle Services
- ▸ Outsourcing Excellence
- ▸ Payer and Provider Business Process
- ▸ Payer and Provider Information Technology
- ▸ Price Genius – AMS Solution and Pricing Tool
- ▸ Pricing Analytics as a Service
- ▸ Process Intelligence
- ▸ Process Orchestration
- ▸ Procurement and Supply Chain
- ▸ Recruitment
- ▸ Retail and CPG
- ▸ Retirement Technologies
- ▸ Revenue Cycle Management
- ▸ Rewards and Recognition
- ▸ SAP Services
- ▸ Service Optimization Technologies
- ▸ Software Product Engineering Services
- ▸ Supply Chain Management (SCM) Services
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Introduction

Over the past few years, Salesforce has transformed from a CRM platform to a comprehensive suite empowering enterprises. The focus shifted toward a unified customer view with Einstein Analytics and Customer 360, while industry-specific cloud solutions served diverse needs. The integration of AI and ML further boosted its automation, personalization, and data analytics capabilities. The acquisition of Slack further streamlined communication and collaboration.

Looking ahead, Salesforce is poised to empower enterprises further with its enhanced focus on data and AI, with the recent launch of focused products such as Data Cloud and the Einstein 1 platform. These aim to meet the AI-specific objectives of enterprises in the short and long term, while making significant advances in the generative AI space. The launch of SMB-focused products such as Starter and Pro Suites showcases its commitment to serving a new customer base while enhancing its enterprise footprint. The constant push for multi-cloud, industry clouds, and ecosystem partnerships to meet enterprises' dynamic needs is charting a course for hyper-

efficiency and responsible innovation, ensuring enterprises thrive in the ever-evolving technological landscape with sustainability at the core.

With distinct enterprise demands and an evolving Salesforce landscape, service providers are investing in scaling their industry-specific and generative AI-specific talent pool, forging partnerships with Salesforce on AI and solutioning, and developing differentiated IP and assets to augment enterprise transformation journeys.

This research provides insights into the value delivered, including enterprises' satisfaction for Salesforce services across key parameters, and identifies the top five service providers that have delivered superior value for enterprises.

The assessment is based on over 60 unique interviews conducted in 2023-24 with enterprises globally as part of the enterprise platform services. These enterprises were nominated as reference clients by different service providers and studied across Salesforce Services PEAK Matrix® 2024 evaluations.

Scope of this report

Geography: Global

Services: Salesforce services

This research provides insights into the value delivered, including enterprises satisfaction for Salesforce services across key parameters and identifies the top five service providers that have delivered superior value

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Executive summary

Enterprises are satisfied with the providers' domain expertise, account management, and their pricing and commercial flexibility.

Enterprises are not just satisfied by run-of-the-mill services; instead, they expect their service providers to bring **value-add and innovation** with their IP, solutions, and thought leadership through different phases of the Salesforce engagement.

There is a growing importance of **utilizing emerging technologies** such as AI/ML, generative AI, and IoT to accelerate business value; however, the satisfaction among enterprises remains low.

Enterprises looking for large Salesforce transformations are preferring service providers that can offer robust **Organizational Change Management (OCM)** capabilities.

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To identify the top service providers, Everest Group assessed 24 key service providers delivering Salesforce services

Featured service providers

accenture · Capgemini · Coforge · cognizant · Deloitte. · DXC TECHNOLOGY · EVIDEN · Globant

Grazitti Interactive · HCLTech · IBM · Infosys · JADE GLOBAL · LTIMindtree · Mastek · Mphasis The Next Applied

NTT DATA · OSF DIGITAL · Persistent · tcs TATA CONSULTANCY SERVICES · Tech Mahindra · westMONROE · wipro · YASH Technologies

Platform covered

salesforce

Note: The assessment considers the PEAK Matrix® assessments of Salesforce Services
Featured service providers include only those providers that have been finally positioned on the respective PEAK Matrix® assessments

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Research calendar

Enterprise Platform Services

Reports title	Release date
Oracle Cloud Applications Services PEAK Matrix® Assessment 2023	July 2023
Microsoft Dynamics 365 Services – Provider Compendium 2023	July 2023
Enterprise Platform Services: Voice of the Customer 2023	August 2023
Salesforce Services – Unpacking Salesforce Industry Cloud Growth Momentum	September 2023
Oracle Cloud Applications Services – Provider Compendium 2023	October 2024
Pega Services PEAK Matrix® Assessment 2023	February 2024
SAP Business Application Services for Mid-market Enterprises PEAK Matrix® Assessment 2024	April 2024
Oracle Cloud Applications (OCA) Services – Cloud ERP as a Catalyst to Enterprise AI Adoption	April 2024
SAP Business Application Services Pulse 2024: Top Five Service Providers Delivering Superior Value for Mid-market Enterprises	June 2024
Salesforce Services PEAK Matrix® Assessment 2024	July 2024
Microsoft Dynamics 365 Services – State of the Market	July 2024
Salesforce Services Pulse 2024: Top Five Service Providers Delivering Superior Value	August 2024
Salesforce Services – Provider Compendium 2024	Q3 2024
SAP Business Application Services – Global PEAK Matrix® Assessment 2024	Q3 2024
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